

PRESS RELEASE
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GESTRUMENT LETS ADVENTURE BOX USERS CREATE ADAPTIVE MUSIC

Adventure Box and Gestrument begin a collaboration to enable Adventure Box game creators to easily make and use interactive music in the computer games and audiovisual experiences they create.

The Swedish music technology company Gestrument offers a revolutionary approach to how people interact with music. Founded by internationally acclaimed composer Jesper Nordin, Gestrument provides technology that lets users create music based on abstract rules.

With its technology, Gestrument can, for example, use game parameters to drive real-time-generated music completely in sync with the narrative and actions of the game itself.

Adventure Box, the leading social cloud platform for consumer-created computer games, makes it easy and fun to create, share and play 3D games online.

Now Gestrument will be able to offer Adventure Box game creators the opportunity to easily weave in adaptive music that adapts to the development in the action in their computer games.

"The match between Adventure Box and Gestrument is absolutely perfect, both in terms of what we want to achieve and how we implement it technically. Gestrument's music solution is based on the same efficient server-client thinking as our 3D solution and offers a completely natural, easy-to-use and important extension of our users' freedom of creative expression, says Christopher Kingdon, CEO of Adventure Box. Gestrument simply make our games more fun and exciting.

"Adventure Box platform is a perfect application for our music solution. Together, we make it possible for all their users to create completely new kinds of experiences, experiences that can be spread very quickly because everything runs directly in the browser, says Jesper Nordin, CEO of Gestrument.

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ABOUT ADVENTURE BOX TECHNOLOGY AB

Adventure Box, the leading social cloud gaming platform for user-created games, makes it easy and fun to make, share and play 3D games online. The company's world-leading streaming technology is patent protected. Founded in Stockholm 2014, the company also has staff in Paris, Seville, Malta, Copenhagen, and Kerala (India). Adventure Box is traded at Nasdaq First North Growth Market under the short name ADVBOX and ISIN code SE0012955276.

Redeye AB with email certifiedadviser@redeye.se and phone number +46 8 121 576 90 is the company's Certified Adviser.

ABOUT GESTRUMENT AB

Gestrument is a Sweden based music-tech company changing the way people interact with music. The patented technology allows a composer, hobby musician or any music consumer to interact within the rules of music in many different ways – in concert as a digital instrument, as an interactive layer on top of recorded music, in games to reflect the game actions or in other interactive music applications. Founded by world acknowledged composer Jesper Nordin, Gestrument and their subsidiary Reactional Music is led by experts within music rights, games, music composition and the culture sector, ready to revolutionize music as we know it.